

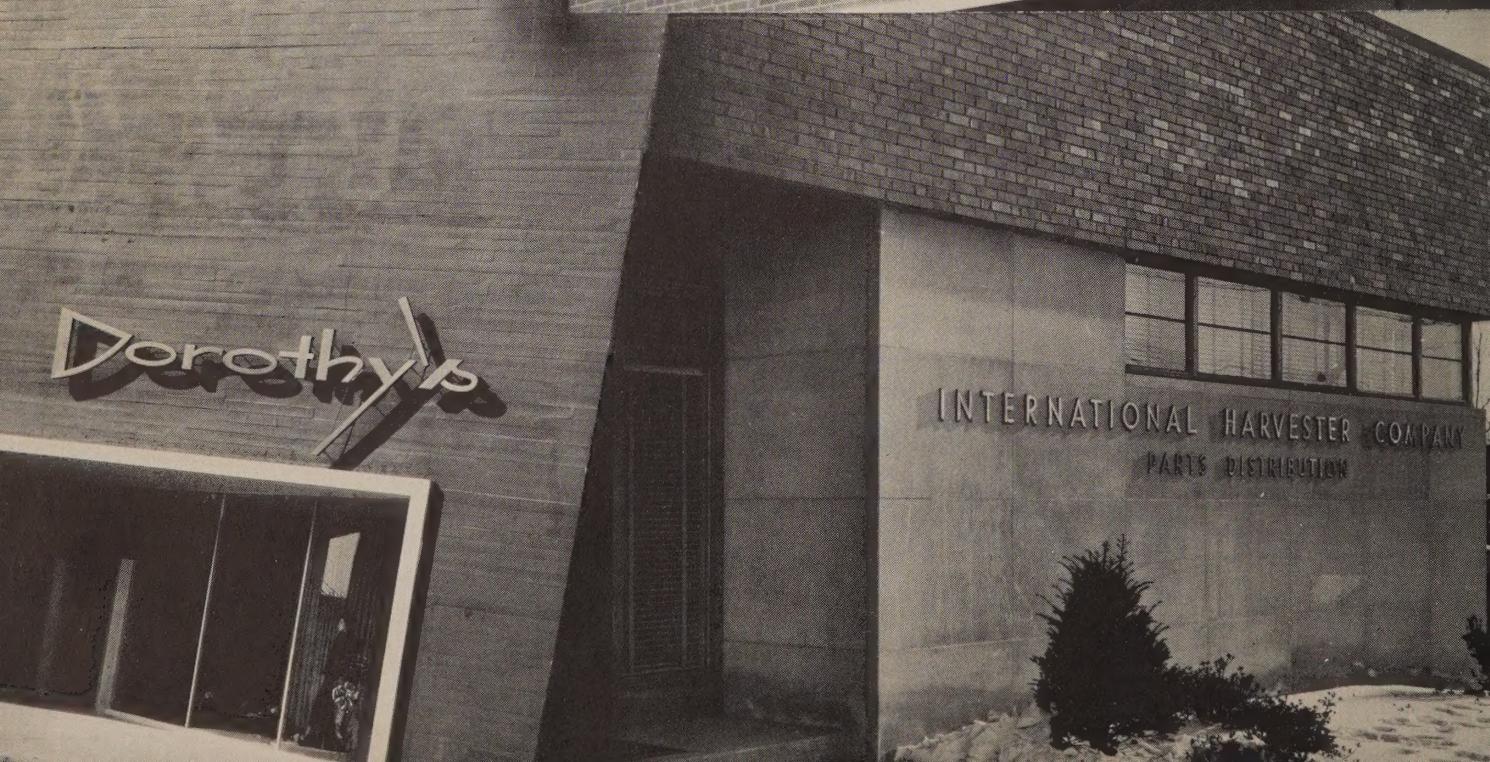
Spanjer

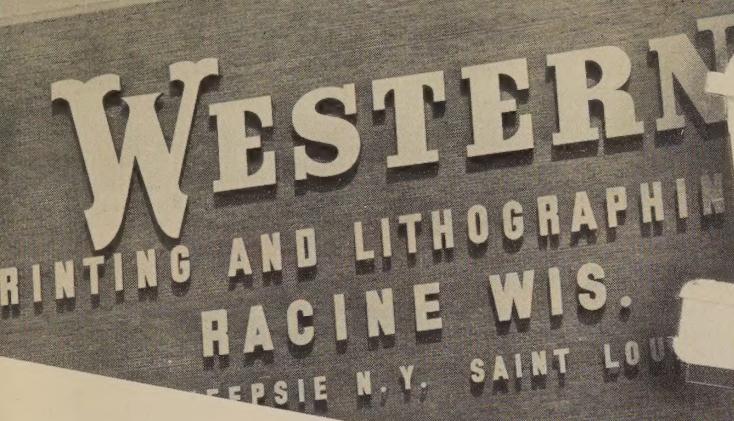
METAL LETTERS

A COMPLETE LINE OF
HIGHEST QUALITY METAL LETTERS

SPANJER BROTHERS, INC.

1160 NORTH HOWE ST. • CHICAGO 10, ILL.
267 MOUNT PLEASANT AVE. • NEWARK 4, N.J.





REC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

No. 201 FUTURA STYLE

FLAT FACED

Here's a letter style modern as its name implies. Extra boldness of face and greater depth make this type easy to read. Suitable for all sign needs. Can be erected in any manner. Adaptable for neon.

CAST
ALUMINUM

CAST
BRONZE

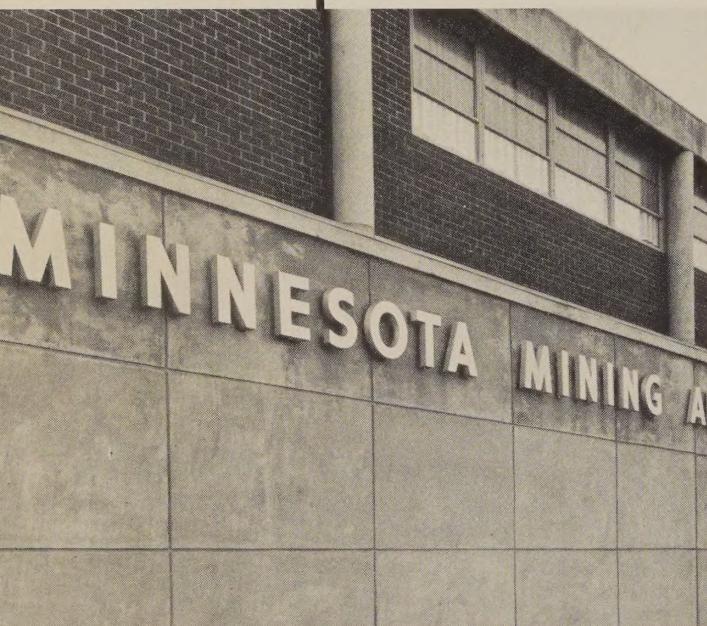
HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Satin Bronze Each	SATIN Bright Bronze Each
2"	1 5/8"	7/16"	1/2"	\$3.00	\$3.50	\$3.50	\$3.70	\$4.10	\$3.90	\$5.00
3"	2 7/16"	5/8"	5/8"	3.50	4.00	4.00	5.20	5.70	5.50	6.90
4"	3 1/4"	1 3/16"	3/4"	4.00	4.50	4.50	6.20	7.00	6.50	8.40
5"	4 1/8"	1 1/16"	7/8"	4.50	5.50	5.50	6.80	7.60	8.30	9.30
6"	4 7/8"	1 1/4"	1"	5.50	6.50	6.50	7.50	8.40	11.40	12.90
8"	6 1/2"	1 11/16"	1 1/4"	7.20	8.50	8.50	10.00	11.00	13.50	15.50
10"	8 1/4"	2 1/8"	1 1/2"	9.90	11.50	11.50	13.70	15.00	20.60	22.80
12"	9 3/4"	2 1/2"	1 3/4"	12.60	15.00	15.00	17.50	19.50	28.30	30.80
15"	12"	3 3/16"	2 1/4"	17.00	19.50	19.50	23.00	25.00	—	—
18"	14 3/4"	3 13/16"	2 1/2"	24.70	29.00	29.00	33.00	36.00	—	—
20"	16 1/2"	4 1/4"	3"	33.00	38.00	38.00	43.00	47.50	—	—
24"	19 1/2"	5 1/8"	3"	42.00	50.00	50.00	56.00	61.00	—	—

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

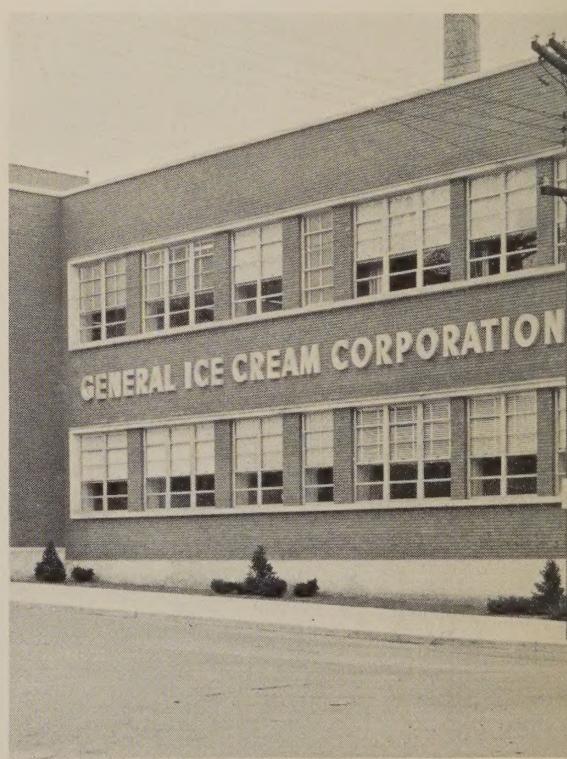
2—COMMERCIAL ALUMI-
LITE—Satin faces, as
cast edges.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.



Courtesy
LEVIN NEON CO.,
Atlanta, Ga.
18" cast aluminum
#201 Futura style,
PM-6 mounting.



Courtesy KOLITE NEON CORP.,
Schenectady, N.Y.
24" cast Aluminum #201 Futura style,
PM-6 mounting.

GAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

No. 101 KABEL STYLE FLAT FACED

A popular and widely used design for most sign needs. Ideal for truck panel advertising, building identifications, etc. Not recommended for base strip mounting.

CAST
ALUMINUM

CAST
BRONZE

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
2"	1 1/2"	1/4"	1/4"	\$2.40	\$2.70	\$2.70	\$3.10	\$3.50	\$3.30	\$4.10
3"	2"	1/2"	1/4"	2.80	3.00	3.00	3.80	4.30	4.00	5.10
4"	2 3/4"	1 1/16"	1/4"	3.10	3.50	3.50	4.50	5.00	4.70	6.00
5"	3 1/2"	1 13/16"	1/2"	3.50	4.10	4.10	5.20	5.80	5.70	7.00
6"	4"	7/8"	1/2"	3.80	4.60	4.60	6.00	6.60	6.30	8.00
8"	5"	1 1/4"	5/8"	5.50	6.90	6.90	8.60	9.50	9.00	11.40
10"	7"	1 1/16"	1 1/16"	7.20	9.10	9.10	10.80	12.00	11.40	14.40
12"	8"	1 11/16"	3/4"	8.70	11.00	11.00	13.00	14.50	13.60	17.40
15"	10"	2"	7/8"	13.00	14.40	14.40	16.60	18.30	17.60	22.00
18"	12"	2 1/4"	1"	16.10	20.60	20.60	24.00	26.60	25.50	32.00
20"	13"	2 9/16"	1 1/8"	20.00	26.60	26.60	30.80	34.10	32.50	35.00

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

2—COMMERCIAL ALUMI-
LITE—Satin faces, as
cast edges.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.

RON

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

No. 202 GOTHIC STYLE FLAT FACED

A modern conservative design extremely easy to read at long range. Signs and legends in this style give a smooth and pleasing effect.

CAST
ALUMINUM

CAST
BRONZE

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
6"	4"	1 1/8"	3/4"	\$4.50	\$5.40	\$5.40	\$6.50	\$7.30	\$9.20	\$10.30
9"	6"	1 5/8"	1"	7.80	9.20	9.20	11.30	12.50	14.50	16.00
12"	8"	2 1/4"	1 1/8"	10.00	12.00	12.00	14.50	16.00	20.50	22.80
15"	10"	2 3/4"	1 3/8"	13.50	16.00	16.00	19.50	21.50	33.50	36.00
18"	12"	3 1/4"	1 3/8"	18.50	22.50	22.50	26.00	29.00		
24"	16"	4 9/16"	1 3/4"	32.00	40.00	40.00	46.00	50.00		

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

2—COMMERCIAL ALUMI-
LITE—Satin faces, as
cast edges.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.

REG

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

No. 204 GARAMOND STYLE FLAT FACED

A popular classic design used extensively for banks and public building identification. Does a dignified job for all sign needs.

CAST
ALUMINUM

CAST
BRONZE

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
2"	1 3/4"	5/16"-5/32"	1/4"	\$3.30	\$3.80	\$3.80	\$4.10	\$4.50	\$4.40	\$5.50
3"	2 1/2"	1/2"-1/4"	3/8"	3.80	4.40	4.40	5.60	6.30	6.00	7.50
4"	3 3/4"	1 1/16"-5/16"	3/8"	4.40	5.00	5.00	6.90	7.60	7.20	9.10
5"	4 1/8"	1 3/16"-3/8"	1/2"	5.00	6.00	6.00	7.50	8.40	8.00	10.00
6"	5"	1"-7/16"	5/8"	6.00	7.10	7.10	8.30	9.10	8.70	11.00
8"	6 5/8"	1 5/16"-5/8"	3/4"	7.80	9.10	9.10	10.10	11.20	10.60	13.50
10"	8 1/4"	1 5/8"-3/4"	3/4"	10.30	11.80	11.80	13.30	14.70	14.00	17.60
12"	10"	2"-7/8"	1"	12.60	15.00	15.00	17.50	19.50	18.30	21.60
15"	12 1/2"	2 1/2"-1 1/8"	1 1/8"	17.20	20.20	20.20	22.50	25.00	23.60	30.00
18"	15"	3"-1 3/8"	1 1/2"	26.60	30.50	30.50	32.60	36.20	34.20	43.30
20"	16 1/2"	3 3/8"-1 1/2"	1 1/2"	31.60	38.30	38.30	40.50	45.00	42.50	54.00
24"	20"	4"-1 3/4"	1 3/4"	41.70	50.00	50.00	52.50	58.30	55.00	70.00

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

2—COMMERCIAL ALUMI-
LITE—Satin faces, as
cast edges.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.

RA N

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

No. 203 BETON STYLE FLAT FACED

A design especially suitable where extra boldness is desired. Attractive and eye catching.

CAST
ALUMINUM

CAST
BRONZE

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
6"	4 1/2"	1 5/8"-1"	3/8"	\$6.70	\$7.70	\$7.70	\$8.80	\$9.70	\$15.00	\$16.00
8"	6"	2 1/8"-1 3/16"	1/2"	9.00	10.50	10.50	12.70	14.00	19.00	22.00
9"	6 3/4"	2 3/8"-1 1/4"	3/4"	11.50	13.50	13.50	15.30	17.00	24.00	27.00
10"	7 1/2"	2 5/8"-1 3/8"	5/8"	11.50	13.50	13.50	15.30	17.00	24.00	27.00
12"	9"	3 1/2"-1 3/4"	3/4"	14.50	16.70	16.70	18.60	20.50	29.00	34.00
15"	12"	4"-2"	1"	20.00	22.50	22.50	25.00	28.00	43.00	50.00
18"	13 1/2"	4 3/4"-2 1/2"	1 1/4"	30.00	34.50	34.50	38.00	42.00	64.00	69.00

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

2—COMMERCIAL ALUMI-
LITE—Satin faces, as
cast edges.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.

REO

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

No. 104 ARCHITECTURAL STYLE PRISMATIC FACED

There's selling magic in this original classic design. The prismatic face contour and authentic styling put dignity and prestige into signs for banks and public buildings.

CAST ALUMINUM

CAST BRONZE

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED * ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	SPANJER STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
3"	3"	1/2" & 1/4"	3/8"	\$3.20	\$3.70	\$5.60	\$6.70	\$5.80	\$8.00
4"	4"	5/8" & 3/8"	3/8"	4.00	4.60	6.90	8.30	7.00	9.00
5"	4 1/2"	3/4" & 7/16"	1/2"	5.00	5.60	8.00	9.80	8.00	11.00
6"	5 1/2"	7/8" & 1/2"	3/4"	5.80	6.70	9.50	11.50	10.00	12.00
8"	7 1/2"	1 1/8" & 5/8"	3/4"	8.00	9.00	12.70	15.00	12.00	17.00
10"	9 1/2"	1 3/8" & 7/8"	3/4"	10.50	11.50	16.00	19.00	17.00	20.00
12"	11 1/2"	1 1/2" & 3/4"	3/4"	12.00	14.00	19.00	23.00	22.00	26.00
14 1/2"	14"	1 7/8" & 1 1/16"	3/4"	15.00	17.00	23.00	27.00	25.00	32.00
15 1/2"	15"	2 3/16" & 1 5/16"	3/4"	17.00	19.00	26.00	31.00	32.00	39.00
18"	17"	2 5/8" & 1 5/16"	3/4"	21.00	25.00	35.00	41.00	42.00	50.00
20"	18"	2 5/8" & 1 3/8"	3/4"	29.00	32.00	44.00	51.00	57.00	71.00
24"	21"	2 13/16" & 1 1/8"	3/4"	39.00	44.00	62.00	72.00	97.00	115.00

* See color chart on page 21

R M K

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

No. 103 EGYPTIAN STYLE FLAT FACED

Styled for conservative and distinctive identifications.

CAST ALUMINUM

CAST BRONZE

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
6"	4"	1"	1/2"	\$4.30	\$5.40	\$5.40	\$6.30	\$7.00	\$8.50	\$9.50
8"	6"	1 1/8"	5/8"	6.40	8.00	8.00	9.30	10.30	11.00	12.40
10"	7"	1 1/16"	5/8"	8.00	10.40	10.40	12.00	13.30	15.00	16.80
12"	8"	1 15/16"	1/16"	10.00	12.70	12.70	14.80	16.30	20.70	23.00

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

2—COMMERCIAL ALUMI-
LITE—Satin faces, as
cast edges.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.

ROS

ABCDEFHIJKLMNOPQRSTUVWXYZ

A modern and very popular design. Its great depth with narrow faces, combined with graceful styling, add dignity to any message or building identification.

CAST
ALUMINUM

CAST
BRONZE

No. 205 RIBBON STYLE

FLAT FACED

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
2"	1 1/2"	1/4"	3/4"	\$3.30	\$3.90	\$4.50	\$5.00	\$6.00	\$6.60
3"	2"	5/16"	1"	4.10	4.80	5.80	6.50	8.00	10.00
4"	2 3/4"	3/8"	1 1/8"	5.00	5.80	7.10	8.00	10.30	12.50
5"	3 1/2"	7/16"	1 3/8"	5.80	7.00	8.30	9.10	11.60	15.00
6"	4"	7/16"	1 1/2"	7.00	8.30	9.40	10.40	14.00	17.50
8"	5"	1/2"	1 7/8"	9.00	10.60	12.20	13.50	18.00	22.50
10"	7"	5/8"	2 1/8"	11.60	13.60	15.80	17.50	22.00	27.50
12"	8"	3/4"	2 1/2"	14.10	17.00	19.50	21.60	26.20	32.50
15"	10"	7/8"	3"	18.30	21.60	24.40	27.10	—	—
18"	12"	7/8"	3"	27.50	31.60	33.00	36.60	—	—

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.

GER

ABCDEFHIJKLMNOPQRSTUVWXYZ

No. 208 BROADWAY STYLE

FLAT FACED

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ¹ ENAMEL Over Aluminum One Color Each	COMMERCIAL ² ALUMILITE Aluminum F-214 Alloy Each	STANDARD ³ SATIN ALUMILITE Aluminum F-214 Alloy Each	SPANJER ⁴ STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	SATIN Bright Bronze Each
3"	2"	1 1/16"-5/16"	5/8"	\$3.50	\$3.90	\$3.90	\$4.80	\$5.40	\$5.00	\$6.50
6"	5"	1 5/8"-5/8"	3/4"	5.40	6.50	6.50	7.70	8.50	8.10	10.30
8"	7"	2 1/4"-1 1/16"	7/8"	7.20	8.80	8.80	10.40	11.60	10.90	14.00
10"	8"	2 3/4"-1"	1 1/8"	9.50	11.40	11.40	13.30	14.70	14.00	17.60
12"	10"	3 1/4"-1 1/4"	1 1/4"	11.50	14.00	14.00	16.20	18.00	17.00	21.60
14"	12"	4 1/2"-2 1/4"	2"	15.60	18.00	18.00	20.50	22.60	21.60	27.10

1—BAKED ENAMEL—
see color chart on
page 21. For two
colors add 10%.

2—COMMERCIAL ALUMILITE—
Satin faces, as
cast edges.

3—STANDARD SATIN ALUMILITE
—Satin faces, filed and ground
edges.

4—SPANJER STANDARD ALUMILITE
—Buffed faces, filed and ground
edges.

A distinctively modern style popular in many parts of the country. A favorite with many architects for school building identifications.

CAST
ALUMINUM

CAST
BRONZE

RES

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

This long-time favorite design has been popularized by its use on national chain store signs. Its round face contour, when gold leafed or enamelled, is striking when highlighted from any light source, day or night.

CAST
ALUMINUM

CAST
BRONZE

No. 107 ROMAN STYLE ROUND FACED

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	SPANJER STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	POLISHED Bright Bronze Each
4"	4"	1" & 3/8"	5/8"	\$5.30	\$6.20	\$7.70	\$9.20	\$8.60	\$11.00
5"	5"	1 5/16" & 7/16"	3/4"	6.00	7.00	8.60	10.40	10.50	13.00
6"	7 1/2"	1 1/2" & 1/2"	3/4"	6.70	8.00	9.80	11.50	13.00	16.00
8"	10"	1 7/8" & 5/8"	3/4"	9.20	11.00	13.00	15.70	16.50	20.00
10"	12"	2 1/2" & 3/4"	3/4"	11.50	14.00	16.00	20.00	20.00	23.00
12"	14"	2 3/4" & 3/4"	3/4"	13.50	16.00	19.00	22.50	27.00	32.00
14"	11"	2 5/8" & 1"	1 3/16"	16.00	18.50	23.00	27.50	35.00	42.00
16"	18"	3 3/4" & 1 5/8"	3/4"	18.50	21.50	26.00	32.00	39.00	46.00
18"	14"	4" & 1 3/8"	1 3/8"	22.00	25.50	32.00	38.00	50.00	57.00
20"	21"	4 1/8" & 1 3/4"	1 3/8"	32.00	37.00	44.00	52.00	57.00	71.00
24"	18"	4 1/2" & 2 1/4"	1 3/8"	38.00	45.00	56.00	65.00	87.00	103.00
24"	22"	5 1/4" & 2 1/8"	1 3/4"	38.00	45.00	56.00	65.00	87.00	103.00
30"	26"	6" & 2 1/2"	1 1/4"	46.00	58.00	69.00	80.00	115.00	142.00

See color chart on page 21

ERS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

No. 102 EGYPTIAN STYLE ROUND FACED

HEIGHT	AVERAGE WIDTH	WIDTH OF STROKE	DEPTH OR THICKNESS	PRIMED ALUMINUM For Air Dry Enamel Finishes Each	BAKED ENAMEL Over Aluminum One Color Each	POLISHED Bright Aluminum F-214 Alloy Each	SPANJER STANDARD ALUMILITE Aluminum F-214 Alloy Each	OXIDIZED Statuary Bronze Each	POLISHED Bright Bronze Each
6"	4"	1"	3/4"	\$5.80	\$6.70	\$9.50	\$11.50	\$10.30	\$13.00
8"	6"	1 1/4"	3/4"	8.00	9.00	12.50	15.00	13.00	17.00
10"	7"	1 5/16"	3/4"	10.40	11.50	16.00	19.50	16.50	21.00
12"	8"	1 3/4"	3/4"	12.00	14.00	19.00	23.00	22.00	25.00
14"	10"	2 1/4"	3/4"	15.00	17.50	23.00	27.50	25.50	32.00

See color chart on page 21

Styled for conservative and very legible signs. Especially suited for gold leaf finish.

CAST
ALUMINUM

CAST
BRONZE

Cast Letters...

STOCK DESIGN



These authentic styles are accepted by the foremost Architects and designers throughout the country. Spanjer stock pattern letters will be found identifying business establishments and buildings of those who demand the best in materials and workmanship.



• CHICAGO YACHT CLUB
Cast bronze—10"
No. 104 Architectural style.
Courtesy, Raymond Loewy &
Associates—Rapp & Rapp,
Architects

• BANKERS HEALTH & LIFE
INSURANCE
Cast aluminum, Standard Alumilite
finish, 6" No. 101 Kabel style.
Courtesy, Levin Neon Co., Atlanta

• GREENWOOD SCHOOL
Cast aluminum, Standard Alumilite
finish, 8" No. 101 Kabel style
Courtesy, Perkins & Will, Architects

• JACINTO CITY
Cast aluminum, Standard Alumilite
finish, 10" No. 204
Garamond style.
Courtesy, Frank J. Metyko,
Architect



Cast Letters...

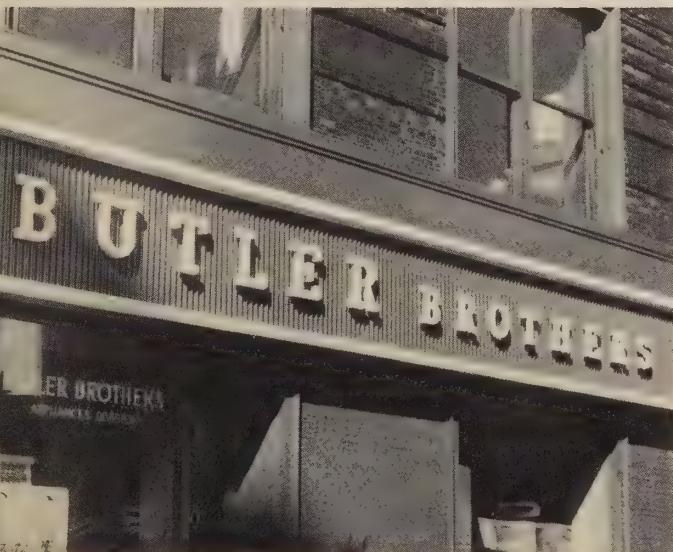
SPECIAL DESIGN

Letters of a special design, size, depth, or face contour can be cast economically at Spanjer Brothers.

Letters can be detailed from architects' blueprints by our draftsmen, specially trained in letter designing, or produced directly from your full sized drawings.

Spanjer made special metal letters can be made for less because of our advantages in pattern making. Spanjer patterns are made in our own large wood letter plant by skilled pattern makers, using equipment especially designed for speedy and low cost production of wood letters and casting patterns.

Submit design and specifications for prompt quotation.



• ILLINOIS WATCH CASE CO.
Cast aluminum, baked enamel, 33",
24" and 12", Special script and
Standard No. 201 Futura styles,
concealed neon.

Courtesy, Brinkley Displays,
Elgin, Ill.

• BUTLER BROS.
Cast aluminum, baked enamel—
white, 23" and 15" high, 2½" deep,
Special logotype style.
Courtesy, Carl Rupp Signs, Chicago

• WESTINGHOUSE
Cast aluminum, Standard alumilite
finish, 24" and 14" high, 2" deep,
logotype style.

Courtesy, Rippel Architectural
Metals, Inc., Chicago

• FIRESTONE RESEARCH
Cast aluminum 30" and 20" high,
logotype style, recessed baked
enamel faces, alumilite edges.



FASTENING METHODS for metal letters

TYPE FM-1

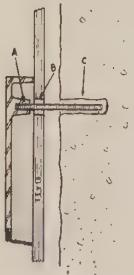
Flush Mounting to Masonry.



Install brass studs (A) into tapped lugs on backs of letters. In corresponding positions, drill $\frac{3}{8}$ " diameter holes (B) 2" deep into masonry. Fill holes with quick setting cement and press studs projecting from backs of letters into cement filled holes.

TYPE FM-2

Flush Mounting to Structural Glass



Install brass studs (A) into tapped lugs on backs of letters. Drill $\frac{1}{2}$ " diameter holes at corresponding positions in glass (B) and $\frac{3}{8}$ " diameter holes approximately 2" deep in masonry (C). Fill holes in masonry with quick setting cement and press letters with projecting studs into place. So that the cement may be inserted into holes in masonry, close up the space between glass and masonry by applying mastic cement around the holes before setting glass in place. It is advisable that holes in glass be drilled at the factory and that holes in masonry be drilled before glass is set.

TYPE FM-3

Friction Type Mounting to Wood Backgrounds

Not Accessible from the Back.



Install brass studs (A) into tapped lugs on backs of letters. Drill holes into background with No. 13 drill in positions corresponding with studs (A) projecting from backs of letters. Place letter in position and, with equal pressure to prevent binding, force studs into holes already drilled in background.

TYPE BM-4

Metal Base Mounting

Letters for this type of mounting can be furnished with flat ground bottom edges having tapped holes, for a small additional cost. Layout and properly space letters on bench or floor. Mark, drill and countersink holes in metal base corresponding to positions of holes in bottom of letters and fasten with flat head brass machine screws.

The following styles are suitable for base mounting: No. 201 Futura, No. 205 Ribbon, No. 208 Broadway, No. 202 Gothic, No. 203 Beton and No. 204 Garamond. Write for prices if you desire us to furnish the letters completely assembled to bars or channels.

TYPE FM-5

Horizontal Metal Bar Mounting to Masonry



Attach letters to metal bars (A) with flat head brass machine screws.

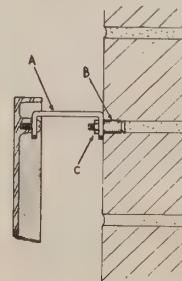
Place assembled sign against wall and indicate in spaces between letters positions for screw anchors (B) and screw holes in metal bars. Remove sign, drill $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep into masonry and $\frac{3}{16}$ " holes through metal bars at indicated positions. Expand screw anchors (B) into masonry holes and affix sign to wall with No. 10/24 flat head brass machine screws.

NOTE: Expansion bolts may be substituted for screw anchors.

When ordering specify if letters are to be used for this type of mounting. Write for prices if you desire us to furnish the letters completely assembled to bars or channels.

TYPE PM-6

Projected Mounting to Masonry



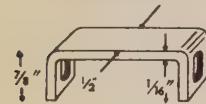
Attach extension irons (A) to backs of letters. In corresponding positions, drill $\frac{3}{8}$ " diameter holes $\frac{3}{4}$ " deep into masonry and set expansion bolts (B). Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (C).

FASTENING METHODS for metal letters

FASTENERS

STAINLESS STEEL

EXTENSION BRACKETS



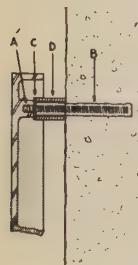
	10/24	1/4-20
3/4" long	\$0.08	\$0.08 each
1" long	.08	.08 each
1 1/2" long	.10	.10 each
2" long	.10	.12 each
2" long	.24 ea.	
3" long	.26 ea.	
4" long	.30 ea.	
Over 3"	.08	.08 per in.

EXPANSION BOLTS

Per 100	Less than 100
3/16" x 1"	\$10.40
1/4" x 1 1/4"	13.80

TYPE PM-8

Projected Mounting to Masonry.

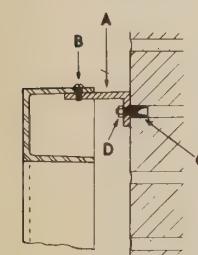


Install studs (A) into tapped lugs on backs of letters. In corresponding positions drill $3/8$ " diameter holes (B) 2" deep into masonry and fill with quick setting cement. Place washer (C) and aluminum sleeves (D) of desired length over studs.

Press letter with projecting studs into cement-filled holes.

TYPE PM-24

Projected Mounting to Masonry



"L" brackets attached over projecting studs of expansion bolts and fasten with nut (D).

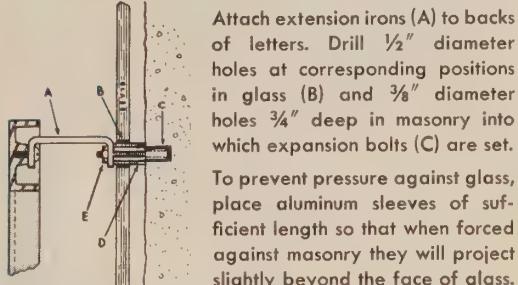
The above fastening method is recommended for the large flat faced cast aluminum letters such as 18", 20" and 24"; also for the larger cast bronze letters.

Price \$1.40 per bracket. Including machine screw and expansion bolt. Average requirement is 3 to 4 brackets per letter.

BRASS STUDS INCLUDING NUTS

	10/24	1/4-20
3/4" long	\$0.08	\$0.08 each
1" long	.08	.08 each
1 1/2" long	.10	.10 each
2" long	.10	.12 each
2" long	.24 ea.	
3" long	.26 ea.	
4" long	.30 ea.	
Over 3"	.08	.08 per in.

TYPE PM-7 Projected Mounting to Structural Glass.



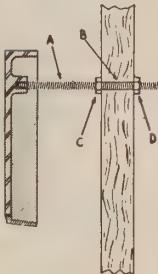
Attach extension irons (A) to backs of letters. Drill $1/2$ " diameter holes at corresponding positions in glass (B) and $3/8$ " diameter holes $3/4$ " deep in masonry into which expansion bolts (C) are set.

To prevent pressure against glass, place aluminum sleeves of sufficient length so that when forced against masonry they will project slightly beyond the face of glass.

Place letter with attached extension irons over projecting studs of expansion bolts and fasten with nut (E). It is advisable that holes in glass be drilled at the factory, and that holes in masonry be drilled before glass is set.

TYPE PM-9

Projected Mounting to Backgrounds Accessible From the Back.



Install brass studs (A) in tapped lugs on backs of letters. Drill holes (B) in corresponding positions into background. Adjust nut (C) to desired position governing projection of letter. Insert studs (A) into holes (B) and fasten with nut (D).

QUANTITIES OF FASTENERS FOR CAST LETTERS

Sizes	2"	3"	4"	5"	6"	2-3 per letter
Sizes	8"	10"	12"	15"	3-4 per letter	
Sizes	18"	24"			4-5 per letter	

Fastener locations on all stock pattern letters are in fixed positions to fit mortar lines of $2\frac{3}{4}$ " centers and for double back bar mounting as shown below.



Should the above fastener arrangement not fit your particular needs, we can relocate the fastener positions for a small additional charge.

Should you encounter any installation problems which cannot be covered with the standard methods illustrated, our engineering staff will be happy to help you.

Cut-Out Letters

Looking for a way to give your clients low-cost special scripts or logotypes? Here's Spanjer's popular answer . . . cut out metal letters. Made from sheet aluminum, bronze, or brass—in their natural finishes, or enamelled, cut out letters make it possible to have individual designs, signatures, etc. reproduced in raised metal letters at a price to meet almost any budget. Submit designs and sizes when asking for price quotation, please.



Templets

It is important that holes in the background be drilled in exactly the positions which will correspond with those of the studs projecting from the backs of the letters.

For this reason it is advisable to make a templet indicating the positions in which these holes are to be drilled.

The first step in making the templet is to lay out the letters on a piece of heavy paper of the proper length. The letters are then carefully and properly spaced and an outline is made around the letters with pencil. Studs are then installed into the backs of the letters and the let-

ters are placed carefully over the pencil outlines.

The position of the studs is then marked on the paper with pencil, or the letter is pressed down so that the studs leave an impression in the paper. These marks or impressions then indicate the exact spots in which the holes are to be drilled in the background.

The paper templet is taken to the job, placed in its proper position on the background, and the holes are drilled.

If desired we can furnish a templet with the order for an additional \$1.00 to \$2.00 per letter.

Tablets-Name Plates



SPANJER craftsmen can turn out standard or special cast aluminum or bronze tablets and name plates quickly and economically.

SPANJER'S large library of stock borders and letter styles are at your service.

When writing for free estimates, state size and quantity; also show copy when possible.

CAST BRONZE
CAST ALUMINUM



POOLE BROS. inc



Truck Letters



Refiners Pride are mighty proud of their 12" No. 201 Futura letters. Listed on page 2.



State Roofers uses stock design No. 101 Kabel letters as shown on Page 3.



Continental Coffee has equipped its entire fleet of more than 50 trucks with 5" aluminum letters.

ROLLING BILLBOARDS

Truck panels offer valuable advertising space.

Laundries, cleaners, contractors, moving and storage companies, florists, meat-packers, coffee companies and other commercial vehicle fleet operators are excellent metal letter sign prospects.

Progressive fleet owners use Spanjer raised metal letters on their "rolling billboards" because metal letters stand out—project mere words into powerful sales stimulators.

What's more, Spanjer metal letters are economical. Metal letters can be removed when trucks are repainted or traded in for new models—many original sets are still in service after having been transferred from model to model, year after year.

FAB

STAINLESS STEEL Fabricated Letters

- MODERN

- LONG LASTING

- UNLIMITED STYLING

- MINIMUM MAINTENANCE

- ECONOMICAL

- FOR EXPOSED OR CONCEALED NEON

HEIGHT	2" DEPTH Each	2½" DEPTH Each	3" DEPTH Each	4" DEPTH Each
6"	\$13.00	\$13.50	\$14.00	\$16.00
8"	15.00	15.50	16.00	18.00
10"	16.50	17.00	17.50	19.50
12"	19.50	19.50	20.00	23.00
14"	22.00	22.00	23.00	25.70
15"	23.80	23.80	25.00	28.40
16"	25.70	25.70	27.50	30.00
18"	31.00	31.00	31.00	35.00
20"	36.70	36.70	36.70	41.00
24"	46.00	46.00	46.00	50.00
30"	58.00	60.00	60.00	68.00
36"	73.00	75.00	76.00	84.00

Above prices apply to letters in FUTURA, GOTHIC, BROADWAY and similar styles. Write for prices on letters larger than 36" high and more than 4" in depth.

See page 17 for additional information.



- FABRICATED LETTERS

Fine quality fabricated stainless steel letters are available for quick shipment from Spanjer's. Correctly engineered, well braced, they make a beautiful and permanent sign job.

Letters are fabricated of type 302 stainless steel, 18-8 alloy, No. 4 finish. 20 gauge is used for most letters. 18 gauge is used for larger letters.

When ordering please be sure to specify how you plan to erect the letters.

Built by experienced sheet metal workers, all letters have straight edges and flat, buckle-free faces, with all surfaces carefully polished—gleaming and flawless. The letters can be made in any of the standard Spanjer letter styles listed above, or in any special style from your patterns. Hardware as shown on Page 17 is included.

For fabricated stainless steel letters of sturdy construction and quality workmanship specify Spanjer.

- OTIS ELEVATOR
Stainless steel, 33" and 14"
high, 2½" deep.
Courtesy Lustrolite Corp.,
Cleveland, Ohio



**BRASS OR
BRONZE AND**

**STAINLESS STEEL
WITH PORCELAIN FACES**



HEIGHT	2" DEPTH Each	2 1/2" DEPTH Each	3" DEPTH Each	4" DEPTH Each
6"	\$15.00	\$15.50	\$16.00	\$18.50
8"	17.00	17.50	18.50	20.00
10"	19.50	20.00	21.00	23.00
12"	23.00	23.00	24.00	27.50
14"	27.50	27.50	29.00	32.00
15"	30.00	30.00	31.50	35.00
16"	32.00	32.00	34.50	38.00
18"	38.00	39.00	39.00	43.50
20"	43.50	44.50	46.00	51.50
24"	55.00	56.00	57.50	63.00
30"	72.00	74.00	75.00	85.00
36"	92.00	94.00	95.00	105.00

Above prices cover bronze letters or letters of stainless with porcelain faces, in FUTURA, GOTHIC, BROADWAY and similar styles. Write for prices on letters larger than 36" height and greater than 4" depth.

See page 17 for additional information.

In
FUTURA
GOTHIC
BROADWAY
and
similar
styles

● STAINLESS STEEL WITH PORCELAIN FACES

- STAINLESS STEEL EDGES
- COLORFUL FACES
- MINIMUM MAINTENANCE
- See color chart on page 21

Spanjer's takes pride in the expert way it combines the richness and permanence of stainless steel with colorful contrasting faces of porcelain enamel. Any color you select can be combined with stainless steel edges to make exceptionally eye-catching, attractive signs.

● BRASS OR BRONZE

Always a favorite because of their rich, dignified appearance, fabricated brass or bronze letters are a Spanjer specialty. Spanjer furnishes brass or bronze letters in soft satin color with protective coating of exterior grade clear lacquer.



● GARDEN CITY ENVELOPE CO.
Stainless steel with porcelain faces, 48" and 15" high,
3" deep, Special logotype style.
Courtesy, Triangle Sign Co., Chicago

FABRICATED SHEET METAL LETTERS



- CAREFULLY ENGINEERED
- QUALITY BUILT
- ANY SIZE... ANY STYLE
- BAKED ENAMEL Any Color— see page 21

HEIGHT	2" DEPTH Each	2½" DEPTH Each	3" DEPTH Each	4" DEPTH Each
6"	\$10.00	\$10.00	\$10.50	\$11.00
8"	11.00	11.00	11.50	12.00
10"	12.00	12.00	12.50	13.00
12"	12.50	12.50	13.00	14.00
14"	15.00	15.00	15.50	16.50
15"	16.00	16.00	16.50	17.50
16"	18.00	18.00	18.50	19.50
18"	21.00	21.00	21.00	22.00
20"	25.00	25.00	25.00	26.00
24"	31.00	31.00	31.00	32.00
30"	41.00	41.00	41.00	42.00
36"	52.00	52.00	52.00	53.00

Above prices cover letters in FUTURA, GOTHIC, BROADWAY and similar styles, bonderized and finished in baked enamel, any color. For two color jobs with faces and edges in contrasting color, add 10%. Write for prices on letters larger than 36" height and greater than 4" depth.

See page 17 for additional information.



• TRIANGLE MOTORS
Fabricated steel, baked enamel, 15" and
10" high x 3" deep.
Courtesy, Midwest Outdoor Adv. Co.,
Casper, Wyo.

● FABRICATED STEEL LETTERS BAKED ENAMEL

Any size or style fabricated steel letter can be turned out quickly and economically by Spanjer sheet metal craftsmen. Sturdy construction plus careful attention to design and finish are a must at Spanjer's.

Letters are fabricated of 20 gauge terne plate (lead and tin coated steel) completely finished in bright glossy baked enamel—ready to install—in your choice of a wide range of colors, these letters are available at low prices listed above.

Quality made, with clean, straight edges and flat, buckle-free faces, these letters are attractive, long lasting, yet most economical—the perfect answer for any sign job requiring metal letters in color.

GENERAL INFORMATION ON ALL FABRICATED LETTERS

● Prices listed on Pages 14, 15 and 16 cover letters in **FUTURA**, **GOTHIC**, **BROADWAY** or similar plain styles with flat faces (inverted channel as shown in Fig. 1 below) from our stock patterns or full sized drawings furnished by you.

● **PRICES SHOWN IN BOLD TYPE** indicate recommended letter depths for their respective heights.

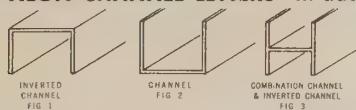
● **FANCY STYLES** such as **SCRIPT**, **ROMAN**, **ARCHITECTURAL** and similar types, or plain styles having spurs (serifs), can be furnished for approximately 50% additional to the prices listed on pages 14, 15 and 16. For an accurate quotation please send us your scaled sketch or blue print giving complete information.

● **NORMAL WIDTH** of letters are not to exceed 75% of their height.

EXTENDED letters having a square dimension such as 12" x 12" can be furnished for 10% additional.

WIDER than square letters will be charged according to their greater dimension.

● **NEON CHANNEL LETTERS**—In addition to the **FLAT FACED** letters as shown in Fig. 1, letters can be furnished with a channel face as shown in Fig. 2 for 10% additional. The combination channel and inverted channel as shown in Fig. 3 can be furnished for 50% additional.



● **NEON ELECTRIC HOUSING** and riser holes for single line neon can be included for an additional cost of \$1.50 per letter provided their exact locations are indicated on your full size drawings.

Write for prices when closed backs, service doors or special fasteners for projected letters with concealed neon are needed.

● **BASE MOUNTING**—When letters are to be erected on a cornice, awning bar or similar horizontal surface, a more rigid construction is required. The additional cost is as follows:

6" to 10" inc. \$2.00 per letter additional

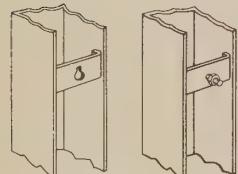
12" to 24" inc. \$3.00 per letter additional

25" to 36" inc. \$4.00 per letter additional

Round bottom letters such as "O", "C", etc. are equipped with saddles at bottoms as shown in illustration at right.



● **FASTENERS**—Fabricated letters listed on Pages 14, 15 and 16 are furnished with keyhole straps and expansive screw anchors and fasteners for removable mounting, or with 1" long brass studs and nuts for attaching to background panels. See illustration at left.



● **DRAWINGS**—The prices on Pages 14, 15 and 16 are for letters fabricated according to your own full size drawings but similar to the plain designs listed below the price columns.

However, should you desire to have us make the full drawings, an accurate sketch, facsimile or blueprint is required and a charge of 20¢ per upright inch of letter will be applied for the plain styles—with minimum charge—\$2.00 per letter.

For fancy styles and script, 26¢ per upright inch—minimum charge—\$3.00 per letter.

Fabricated Letters...

STAINLESS STEEL
BRASS OR BRONZE
STAINLESS STEEL WITH PORCELAIN FINISH
SHEET METAL - BAKED ENAMEL

as Listed on Pages 14, 15 and 16

ANY DESIGN... ANY SIZE...

Because of the minimum manufacturing restrictions SPANJER FABRICATED letters allow free reign to designers.

SPANJER expert and versatile letter craftsmen can fabricate any design . . . be it ordinary, logotype, script or unusually intricate design . . . and, what's more important, they can do it better and more economically.



• J. P. ALLEN
Stainless steel, 40" and 24" high,
6" deep.

Courtesy, General Outdoor Adv.
Co., Atlanta

• STEVENS - HART, SCHAFFNER
& MARX
Stainless steel, 28" x 5" deep and
9" x 2" deep,

Special Garamond style.
Sobel & Drielsma, Architects.
Courtesy, General Outdoor Adver-
tising Co., Inc., New Orleans, La.

• MAGNAFLUX
Stainless steel, 24" high, 3" deep,
No. 201 Futura style.

Robt. B. Fridstein, Architect.
Courtesy, Enger Bros., Chicago

• CHRISTMAN

Fabricated bronze 28" to 19" -
border 9'10" x 16'1" and 2" deep,
Special logotype style.
Courtesy, Told Bros., Inc.,
Joplin, Mo.



Fabricated Letters...

STAINLESS STEEL
BRASS OR BRONZE
STAINLESS STEEL WITH PORCELAIN FINISH
SHEET METAL * PAINTED ENAMEL



- GENERAL ELECTRIC
Stainless steel, 30" emblem,
12" letters, 3" deep, Special style.
Courtesy, Swanson-Nunn,
Evansville, Ind.

- PARKER PEN
Fabricated bronze,
36" high, 3" deep.
Courtesy, Joseph R. Kelleher Signs,
Janesville, Wis.

- BRITTAIN'S SHOES
Stainless steel, 22" and 12" high,
4" deep.
Courtesy, Moore Signs,
Raleigh, N. C.

- KROGER—Pittsburgh, Pa.
Stainless steel, 8'0" high, 7" deep,
Block style.
Courtesy, American Sign Co.,
Cincinnati, Ohio

LETTERS OF DISTINCTION

Let SPANJER craftsmen fabricate the next letter job for you. You'll be surprised at the low cost and your client will be more than pleased with the "Distinguished" look Spanjer Fabricated letters impart to the sign.

Here are some of the important features built into every Spanjer Fabricated letter:

- ONE PIECE FACES
- HEAVY GAUGE
- UNIFORM FINISH
- TRUE TO DESIGN
- FREE OF SCRATCHES
- FREE OF BUCKLES
- PLUMB AND SQUARE
- STURDY BRACINGS
- AMPLE FASTENERS
- SAFE DELIVERY



specifications for *Cast Letters...*

SPANJER STANDARD alumilite letters are cast in virgin No. F-214 Alcoa aluminum. The castings are filed and ground smooth to remove the sand texture after which the faces are polished and buffed to a high lustre. For greater contrast the edges are not polished but are filed and ground smooth. All surfaces are given an Alumilite* finish. This is a patented anodic oxide coating, hard and glass-like in texture, which retards corrosion better than any other known process.

The use of the special No. F-214 alloy recommended by Aluminum Company of America for alumiliting produces a bright and silvery finish which matches in color the extruded aluminum trim used on modern store fronts. Spanjer Standard are the highest quality letters produced.

STANDARD SATIN alumilite letters are the same as the SPANJER STANDARD letters described above except that the faces are satin finished instead of buffed.

COMMERCIAL ALUMINUM alumilite letters are the same as the STANDARD SATIN letters described above except that the edges are not ground but filed only where necessary to remove the coarse burrs.

POLISHED ALUMINUM letters are made of virgin No. F-214 Alcoa aluminum and are ready for installation. The aluminum castings are filed and ground smooth to remove the sand texture after which the faces are polished and buffed to a high lustre. For greater contrast edges are not polished but are filed and ground smooth. To retain the mirror-like finish of the face it is advisable that the letters be cleaned and polished within thirty day intervals.

PRIMED ALUMINUM letters are made of No. 43 alloy Alcoa aluminum. Edges and faces are filed and ground smooth and a zinc chromate primer which affords the best adhesion for your subsequent air dry paint finishes is applied.

BAKED ENAMEL letters are cast and prepared the same as the primed letters above. In addition they are completely finished in the best grade glossy exterior baked enamels.

SATIN BRONZE letters are cast of an alloy composed of 85% copper, 5% tin, 5% lead and 5% zinc. Like the aluminum letters, they are first filed and ground smooth to remove the scale and sand texture. Then a beautiful satin finish is applied on the face with special equipment and abrasives. The edges are not polished but are filed and ground smooth. Because bronze has a tendency to rapidly oxidize and discolor, a coat of very best exterior grade lacquer is applied at the plant. To preserve this finish the letters should be cleaned within 30-day intervals and relacquered as soon as the coating shows the first sign of disintegration.

OXIDIZED BRONZE letters are cast of the same alloy as above. The faces are ground smooth but are not buffed. The edges are filed where needed and sandblasted. The letters are then oxidized to a rich deep statuary color and clear lacquered to prevent staining of the finish thru handling.

ALL DIMENSIONS for cast metal letters are subject to a shrink tolerance of 5/32" per foot, plus or minus 1/16". If you furnish full size drawings to us, they will be used as working details for the production of the casting patterns. Should it be imperative that the specified dimensions be maintained, the shrinkage allowance should be compensated for by you in your full size drawings.

*Patented by Aluminum Company of America

specifications for *Fabricated Letters...*

STAINLESS STEEL letters are fabricated of type 302 stainless steel, 18-8 alloy. No. 4 finish. 20 gauge is used for most letters. 18 gauge is used on larger sizes.

BRASS or BRONZE letters are fabricated of 20 gauge Yellow Brass or Muntz Metal. Heavier gauges are used for larger sizes. A fine satin finish is mechanically applied followed by a clear lacquer coating to retard tarnishing of the finish.

STAINLESS with PORCELAIN. The porcelain faces are made of 16 gauge enameling stock and securely engaged to the 22 gauge stainless steel edges.

STEEL LETTERS are fabricated of 20 gauge terne plate (lead coated steel) and thoroughly degreased before primers and baked enamels are applied.

STANDARD COLOR CHART

For Spanjer Baked Enamel and Porcelain Letters



124 Medium Orange



114 Medium Brown



148 Dark Green



100 Vermilion



130 Primrose Yellow



144 Medium Green



102 Fire Red



132 Lemon Yellow



150 Blue Green



104 Bright Red



134 Chrome Yellow



152 Light Blue



106 Carmine



140 Light Green



156 Brilliant Blue



108 Maroon



142 Emerald Green



158 Dark Blue

Standard Colors

These standard colors for Spanjer baked enamel and porcelain letters are based on the Basic Bulletin Colors adopted October 12, 1950, as the color standards of the Outdoor Advertising Association of America, Inc., following a Conference in Chicago, July 1950, attended by agency and advertiser representatives, outdoor advertising plant operators, and paint manufacturers.

These colors were recommended by the Association after years of testing to obtain brighter, cleaner colors of greater attention value, which would be permanent under exposure to ultra-violet rays.

All colors are subject to slight variation due to age, light, etc. While chips shown are very close matches to the actual baked-on enamel finishes, positive matches cannot be guaranteed.

Special colors can be furnished to match your own color samples. A \$10.00 service charge will be added for each special color required.

PERMANENCY OF COLORS

As a guide to the color lasting qualities or life under exposure to ultra-violet rays, a grading of the 18 BASIC COLORS has been made as follows:

Legend

"A"—PERMANENT—Entirely Dependable.

"B"—PERMANENT WITH A TOLERANCE — Only slightly less dependable than Permanent.

Color	Permanency Rating
100 VERMILION	"A"
102 FIRE RED	"A"
104 BRIGHT RED	"A"
106 CARMINE	"A"
108 MAROON	"A"
114 MEDIUM BROWN	"B"
124 MEDIUM ORANGE	"A"
130 PRIMROSE YELLOW	"B"
132 LEMON YELLOW	"A"
134 CHROME YELLOW	"A"
140 LIGHT GREEN	"B"
142 EMERALD GREEN	"A"
144 MEDIUM GREEN	"A"
148 DARK GREEN	"A"
150 BLUE GREEN	"B"
152 LIGHT BLUE	"A"
156 BRILLIANT BLUE	"B"
158 DARK BLUE	"B"

Also available in black and white

The purpose of this color card demonstration is to furnish a good approximate color indication.

SPANJER BROTHERS, INC.

1160 Howe Street
Chicago 10, Illinois

267 Mt. Pleasant Ave.
Newark, New Jersey

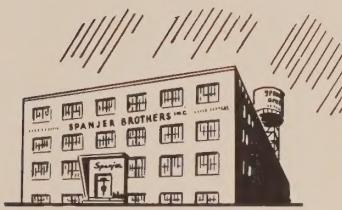
SPANJER BROTHERS . . . leads the way

For over fifty years Spanjer-made raised letters have been a standard of quality for the entire sign field. Yes, Spanjer Brothers *sets the pace*.

Spanjer skilled craftsmen take pride in turning out high quality, prestige-building wood and metal letters. Deliveries are prompt.

We want you to feel Spanjer's is your work shop . . . a production shop handling profit-making sign jobs for you.

Spanjer Letters Set the Standard



1160 NORTH HOWE STREET
CHICAGO 10, ILLINOIS



267 MOUNT PLEASANT AVENUE
NEWARK 4, NEW JERSEY

SPANJER BROTHERS, INC.

1160 NORTH HOWE ST. • CHICAGO 10, ILL.

MOhawk 4-2900

how to order

WHEN ORDERING please mention Catalog M-54, giving style of letter, size, material and finish. If you will specify size of space in which letters are to be used, we will check to see that sizes chosen will fit properly.

HARDWARE AND MOUNTING—Please specify manner in which letters are to be mounted, and what hardware, if any, you want us to include with the order.

RETURNED GOODS—No metal letters, stock or special, may be returned for credit without our written permission.

CREDIT—Terms to customers of established credit rating are 1/10 net 30. When no credit has been established material will be shipped C.O.D., and a deposit of 50% is required with order.

SHIPMENTS—All metal letters are shipped F.O.B. our Chicago plant, via Railway Express unless you give other instructions on your order.

CALL ON US—for help in solving any of your raised letter problems. We shall be happy to help you.



SPANJER BROTHERS, INC.

1160 NORTH HOWE ST. • CHICAGO 10, ILL.
267 MOUNT PLEASANT AVE. • NEWARK 4, N. J.